K-Love is the station I listen to every morning. It's uplifting, positive message sets the tone for my day. I do not have to worry about the content of this station being offensive to children or those riding with me. There are enough stations on the air that use sexual inuendos and off-color jokes as their main format. I am also a financial supporter of K-Love and if a low power service takes over I may not be able to enjoy a station I support.